



MAESTRÍA EN COMUNICACIÓN Y PERIODISMO

I Edición

MÓDULO III
INGLÉS PARA PROPÓSITOS ESPECÍFICOS II

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UCA
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POSGRADOS
Y FORMACIÓN CONTINUA

English for Social Communication and Journalism

A reading comprehension course for students of the Master in
Social Communication and Journalism at the School of
Humanities and Social communication
Universidad Centroamericana (UCA)

Professor Ramon Bermudez Vega, M.A.



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Introduction

English for Social Communication and Journalism, a series of three courses, has been designed according to the needs perceived by professional social communicators and journalists who are studying the Masters in Social Communication and Journalism at Universidad Centroamericana (UCA). It is based on research findings in the field of English for Specific Purposes (ESP) and the program focus on the development of strategies for reading comprehension. Moreover, the program has been created from a communicative perspective and is taught by means of task-based methodology. As far as materials are concerned, reading exercises have been designed with authentic materials from different media, and exercises are to be provided during the course.

English for Social Communication and Journalism 1 will focus on the practices of various basic reading strategies such as the analysis of English grammar for comprehension purposes, interpretation of social communication and journalism register, strategies for guessing meaning of unknown words, predict the content of a text by analyzing the headings and subheadings and use collaborative learning techniques that supports their comprehension.

English for Social Communication and Journalism 2 was designed to further practice the reading strategies studied in course 1. Besides, students will have the opportunities to learn how to guess meaning of unknown words using context clues such as synonyms, antonyms, punctuations, cohesive devices, and sentence structures. The focus of this analysis will be on the register used in the media.

English for Social Communication and Journalism 3 is intended to recycle the reading strategies learned in courses 1 and 2 as a basis for learning to how to interpret information from definitions, classifications, explanations, comparisons and contrasts, cause-effect relationships, paraphrasing, and graphics. It is also worth mentioning that students will have to make use of their background knowledge on media discourse analysis to solve most of the tasks presented in this course.



**Centro Superior de Idiomas
School of Humanities and Communication
Universidad Centroamericana**



Universidad Centroamericana
Facultad de Humanidades y Comunicación
Centro Superior de Idiomas



I. General Information

Course name: **English for Social Communication and Journalism 2.**

Hours: **30**

Schedule: **3 hours per 10 weeks.**

Professor's name: *Ramón Bermúdez Vega, M.A.*

II. Course Description

The **English for Social Communication and Journalism** Program (3 courses) for graduate Journalists will focus on learning to read, reading to learn to develop reading comprehension competencies needed to compile and understand information written in English related to their graduate studies and professional practices in the media. **English for Social Communication and Journalism 2** was designed to further practice the reading strategies studied in course 1. Besides, students will have the opportunities to learn how to guess meaning of unknown words using context clues such as synonyms, antonyms, punctuations, cohesive devices, and sentence structures. The focus of this analysis will be on the register used in the media.

III. Course Goal:

Students will develop reading comprehension competencies needed for the interpretation and compilation of information related the Social Communication and Journalism written in English from various mass media.

IV. Objectives:

By the end of this course, students will be able to

1. Interpret sentences and paragraphs by analyzing grammar structures.
2. Obtain the meaning of unknown words by doing word analysis, using the context, discourse cohesive devices, experience, synonyms, and antonyms.
3. Increase register for comprehension purposes.
4. Use collaborative learning techniques that supports their comprehension

V. Content of the Course

Session	Unit	Topics
1	Browsing the text. (reviewing)	• Prediction.
2		• Skimming.
3		• Scanning.
4		• Synonyms,
5		• Antonyms,
		• Punctuation,
		• Background knowledge
6	Strategies for analyzing sentences and paragraphs.	• Grammar
7		• Punctuation
8		• Cohesive devices
9		• Topic
10		• Main idea,
		• Supporting ideas

VI. Course Methodology

English for Social Communication and Journalism 2 will be focused on the development of students' basic reading competencies learned in course 1. It will be a dynamic course in which students will carry out the reading comprehension tasks in class in pairs and in groups as part of the collaborative learning approach of this course. Basic reading passages will be taken from different media to enable students to develop their significant learning and make use of their background knowledge.

VII. Assessment

Date	Competencies	Type of assessment	Grade
October 7	Predict information based on headings, skim and scan the text to get the general and specific information. Guess the meaning of unknown words by using synonyms and antonyms.	Text analysis	35 pts
October 30	Interpret sentences by analyzing their grammar structure.	Text analysis	35 pts
November 12	Comprehend paragraphs: topic, main idea, supporting ideas.	Text analysis	30 pts

VIII. References

Hutchinson, T & Waters, A. (1987) *English for Specific Purposes*. Cambridge University Press.

Jordan, R.R. (1997) *English for Academic Purposes. A guide and resource book for teachers*. Cambridge University Press.

Nick Ceramella et al (2008) *Cambridge English for the Media*. Cambridge University Press.

BiblioWeb:

<http://bailiwick.lib.uiowa.edu/journalism/journalists.html>

A large account of tools for journalists in English. Worth visiting!

BBC

CNN

Guardian

Economist

Time Magazine

Los Angeles Times

The Sidney Morning Herald

Mail & Guardian Online

The Jomiuri Shimbun

Bangkok Post

National Geographic

Discover Magazine

Online Magazines for Children

Reading passage 1

Build an Impressive Clip Portfolio That Will Get You a Job

Whether on Paper or Online, Pick Clips That Show You at Your Best

By Tony Rogers, About.com

What Are Clips?

1) Clips are copies of your published articles. 2) Most reporters save copies of every story they've ever had published, from high school onward.

Why Do I Need Clips?

3) To get a job in print or web journalism. 4) Clips are often the deciding factor in whether a person is hired or not.

What Is a Clip Portfolio?

5) A collection of your best clips. You include them with your job application.

Paper vs. Electronic

6) Paper clips are simply photocopies of your stories as they appeared in print (see more below). 7) But increasingly, editors may want to see online versions of your stories, in which case you can send them a collection of links to your articles. 8) Many reporters now have their own websites or blogs where they include links to all their articles (see more below.)

How Do I Decide Which Clips to Include In My Application?

9) Obviously, include your strongest clips – the ones that are best-written and most thoroughly reported. 10) Pick articles that have great ledes – editors love great ledes (See what lede is in the article below). Include the biggest stories you've covered, the ones that made the front page. 11) Work in a little variety to show you're versatile – have some hard news stories and features. 12) 13) And obviously include clips that are relevant to the job you're seeking. 14) If you're applying for a sports writing job, include lots of sports stories.

How Many Clips Should I Include In My Application?

15) Opinions vary, but most editors say include no more than six to 10 clips in your application. 16) If you throw in too many they simply won't get read. 17) Remember, you want to draw attention to your best work. If you send too many clips your best ones might get lost in the shuffle.

How Should I Present My Clip Portfolio?

18) Paper: For traditional paper clips, editors generally prefer photocopies over original tearsheets. 19) But make sure the photocopies are neat and legible. (Newspaper pages tend to photocopy on the dark side, so you may need to adjust the controls on your copier to make sure your copies are bright enough.) 20) Once you've assembled the clips you want, put them together in a manila envelope along with your cover letter and resume.

21) PDF files: Many newspapers, especially college papers, produce PDF versions of each issue. 22) PDFs are a great way to save your clips. 23) You store them on your computer and they never turn yellow or get torn. 24) And they can be easily e-mailed as attachments.

25) Online: Check with the editor who's going to be looking at your application. 26) Some may accept e-mail attachments containing PDFs or screenshots of online stories, or want the link to the webpage where the story appeared.

27) Many reporters now run their own websites or blogs to archive their online clips. Here are tips for doing that.

One Editor's Thoughts About Online Clips

28) Rob Golub, local editor of the Journal Times in Racine, Wi. says he often asks job applicants to simply send him a list of links to their online articles.

29) The worst thing a job applicant can send? Jpeg files. 30) "They're hard to read," says Golub.

31) But Golub says finding the right person is more important than the details of how someone applies. 32) "The main thing I'm looking for is an amazing reporter who wants to come and do the right thing for us," he says. 33) "The truth is, I'll push through inconvenience to find that great human being."

34) The main thing is to check with the paper or website where you're applying, see how they want things done, and then do it that way.

How to Write a Great Lede

The First and Most Important Sentence of Your News Story

By Tony Rogers, About.com

What Is the Lede?

1) The lede (that's how journalists spell it) is the first paragraph of any news story. 2) It's also the most important. 3) The lede must accomplish several things:

- give readers the main points of the story
- get readers interested in reading the story
- accomplish both "a" and "b" in as few words as possible

4) Typically editors want ledes to be no longer than 35-40 words. 5) Why so short? 6) Readers want their news delivered quickly. 7) A short lede does just that.

What Goes in the Lede?

8) Journalists use the five “W’s and the H” – Who, What, Where, When, Why and How.

- Who – who is the story about?
- What – what is the story about?
- Where – where did the event you’re writing about occur?
- When – when did it occur?
- Why – why did this happen?
- How – how did this happen?

Example:

9) Let’s say you’re writing a story about a man who was injured when he fell off a ladder. Here are your five W’s and H:

- Who – the man
- What – he fell off a ladder while painting
- Where – at his house
- When – yesterday
- Why – the ladder was rickety
- How – the rickety ladder broke

10) So your lede might go something like this:

11) A man was injured yesterday when he fell off a rickety ladder that collapsed while he was painting his house.

12) That sums up the main points of the story in just 20 words, which is all you need for the lede.

10 Steps for Producing the Perfect News Story

What You Need To Do To Create Articles That Shine

By Tony Rogers, About.com

1) So you want to produce your first news story, but not sure where to begin, or what to do along the way. 2) Creating a news article is actually a series of tasks that involve both reporting and writing. 3) Here are the things you'll need to accomplish in order to produce a story that's ready for publication.

1. Find Something To Write About

Journalism isn't fiction writing - you can't create stories from your imagination. You have to find newsworthy topics worth writing about. You can get started by checking out the places where news often happens - your local city hall, police precinct or courthouse. Attend a city council or school board meeting. Want to cover sports? High school football and basketball games can be very exciting and provide great experience for the aspiring sportswriter. Or interview local merchants for their take on the state of the economy.

2. Do Your Interviews

Now that you've decided what to write about, you need to hit the streets (or the phone, or your e-mail) and start interviewing sources. Do some research about those you plan to interview, prepare some questions and make sure you're equipped with a reporter's notepad, pen and pencil. Remember that the best interviews are more like conversations. Put your source at ease, and you'll get more revealing information.

3. Choose The Best Quotes

You may fill your notebook with quotes from your interviews, but when you write your story you'll only be able to use a fraction of what you've gathered. Not all quotes are created equal - some are compelling, and others just fall flat. Pick the quotes that grab your attention, and chances are they'll grab your reader's attention as well.

4. Report, Report, Report

Good clean newswriting is fine, but all the writing skills in the world can't replace thorough, solid reporting. Good reporting means answering all the questions a reader might have, and then some. It also means double-checking the information you get to make sure it's accurate. And don't forget to check the spelling of your source's name. It's Murphy's Law - just when you assume your source's name is spelled John Smith, it'll be Jon Smythe.

5. Be Objective and Fair

Hard-news stories are not the place to for opinion-spewing. Even if you have strong feelings about the issue you're covering, you need to learn to set those feelings aside and

become a dispassionate observer. Remember, a news story isn't about what YOU think - it's about what your sources have to say.

6. Craft a Great Lede

So you've done your reporting and are ready to write. But the most interesting story in the world isn't worth much if no one reads it, and if you don't write a knock-their-socks-off lede, chances are no one will give your story a second glance. To craft a great lede, think about what makes your story unique, and what you find interesting about it. Then find a way to convey that interest to your readers.

7. After The Lede, Structure The Rest of The Story

Crafting a great lede is important, but you still have to write the rest of the story. Newswriting is based on the idea of conveying as much information as possible, as quickly and efficiently as possible. The inverted pyramid format means you put the most important information at the top of your story, the least important at the bottom.

8. Attribute The Information You Get From Sources

It's important in news stories to be absolutely clear about where the information comes from. Attributing the information in your story makes it more credible, and builds trust with your readers. Whenever possible, use on-the-record attribution.

9. Check Your AP Style

So you've reported and written a terrific story. But all that hard work will be for nothing if you send your editor a story filled with Associated Press style errors. AP Style is the gold standard for print journalism usage in the U.S., which is why you need to learn it. Get used to checking your AP Stylebook whenever you write a story. Pretty soon, you'll start to memorize some of the most common style points.

10. Get Started on a Follow-up Story

So you've finished your article and sent it to your editor, who praises it profusely. Then she says, "OK, we'll need a follow-up story." Developing follow-up stories can be tricky at first, but there are some simple methods that can help you along. For instance, think about the causes and consequences of the story you're covering. Doing so is bound to produce at least a few good follow-up ideas.

Reading passage 3

How the Media Persuade: Verbally and Visually

1) The term, "**Rhetoric**" has traditionally referred to written or oral persuasive discourse. 2) Unfortunately, when one sees or hears the word used today in the modern media, it is improperly used. 3) Newscasters, and political pundits might use the term "Clinton's rhetoric", R.J. Reynolds rhetoric" to imply that the individual is not telling the truth. 4) One must recognize that being rhetorical is an attempt to sway an audience using all the persuasive means available. 5) **Rhetoric** is an honorable term and those who are media literate recognize it as such.

6) Today, in analyzing the various media one can extend the definition of rhetoric to encompass written, oral and "visual" discourse. 7) Images or Pictures carry enormous impact in the persuasive process, especially if they are used to create a metaphor. 8) A **metaphor** is a literary term that establishes a comparison between two things to make a statement that carries implicit positive or negative connotations. 9) Political cartoons often work through the use of metaphor.

How to Detect Bias in the News

10) At one time or other we all complain about "bias in the news." 11) The fact is, despite the journalistic ideal of "objectivity," every news story is influenced by the attitudes and background of its interviewers, writers, photographers and editors.

12) Not all bias is deliberate. 13) But you can become a more aware news reader or viewer by watching for the following journalistic techniques that allow bias to "creep in" to the news:

Bias through selection and omission

14) An editor can express a bias by choosing to use or not to use a specific news item. 15) Within a given story, some details can be ignored, and others included, to give readers or viewers a different opinion about the events reported. 16) If, during a speech, a few people boo, the reaction can be described as "remarks greeted by jeers" or they can be ignored as "a handful of dissidents."

17) Bias through omission is difficult to detect. Only by comparing news reports from a wide variety of outlets can the form of bias be observed.

Bias through placement

18) Readers of papers judge first page stories to be more significant than those buried in the back. 19) Television and radio newscasts run the most important stories first and leave the less significant for later. 20) Where a story is placed, therefore, influences what a reader or viewer thinks about its importance.

Bias by headline

21) Many people read only the headlines of a news item. 22) Most people scan nearly all the headlines in a newspaper. Headlines are the most-read part of a paper. 23) They can summarize as well as present carefully hidden bias and prejudices. 24) They can convey excitement where little exists. 25) They can express approval or condemnation.

Bias by photos, captions and camera angles

26) Some pictures flatter a person; others make the person look unpleasant. 27) A paper can choose photos to influence opinion about, for example, a candidate for election. 28) On television, the choice of which visual images to display is extremely important. 29) The captions newspapers run below photos are also potential sources of bias.

Bias through use of names and titles

30) News media often use labels and titles to describe people, places, and events. 31) A person can be called an "ex-con" or be referred to as someone who "served time twenty years ago for a minor offense." 32) Whether a person is described as a "terrorist" or a "freedom fighter" is a clear indication of editorial bias.

Bias through statistics and crowd counts

33) To make a disaster seem more spectacular (and therefore worthy of reading about), numbers can be inflated. 34) "A hundred injured in aircrash" can be the same as "only minor injuries in air crash," reflecting the opinion of the person doing the counting.

Bias by source control

35) To detect bias, always consider where the news item "comes from." 36) Is the information supplied by a reporter, an eyewitness, police or fire officials, executives, or elected or appointed government officials? 37) Each may have a particular bias that is introduced into the story. 39) Companies and public relations directors supply news outlets with puffpieces through news releases, photos or videos. 40) Often news outlets depend on pseudo-events (demonstrations, sit-ins, ribbon cuttings, speeches and ceremonies) that take place mainly to gain news coverage.

Word choice and tone

41) Showing the same kind of bias that appears in headlines, the use of positive or negative words or words with a particular connotation can strongly influence the reader or viewer.

Appendix 1

Journalism Glossary Wiki

This page is intended to be a glossary of old and new media terms of relevance to the practice of journalism. To edit or add glossary entries on this page, please [click here](#) or email your suggestions or questions to [john at journalism.co.uk](mailto:john@journalism.co.uk). Wherever possible when adding or editing items please include links to relevant sites.

A special thanks to [Graham Holliday](#) for his contributions.

A

Ace - an on-call reporter.

Active Proceedings (*sub judice*) - These occur in a criminal court of law when a person has been arrested, a warrant for his or her arrest has been issued, there are bail conditions (including police bail), a summons has been issued or a person has been charged (with a criminal offence).

ABC - Audit Bureau of Circulations; a group that audits newspaper circulation figures.

ABCe - Audit Bureau of Circulations Electronic - division of the ABC that audits traffic figures for online publications.

ACAP - Automated Content Access Protocol, a platform that would allow search engines to recognise the terms and conditions of specific websites.

Add - Copy to be added to a story already written.

Adobe InDesign - Desktop publishing program, now being used more widely in place of QuarkXPress.

Ad impression - Term used to describe the number of times an advert is seen. Advertisers usually sell space based on the exposure per thousand impressions. This is called Cost per impression (CPM). Alternatively, they might sell on a pay-per-click (CPC) basis (also known as cost-per-click - CPC)

ADSL - Asymmetric Digital Subscriber Line; high bandwidth web connection often just called broadband.

Advance - A story outlining a future event. Also means to raise the priority of a story or an upfront payment for written work, particularly long articles or text.

All Caps - A word or sentence written in all capital letters.

Advertorial - An advert in the form of a complementary editorial piece, usually labelled as an advert.

Analogue television - TV transmitted in radio waves as opposed to digital TV.

Angle - The approach or focus of a story. This is sometimes known as the peg.

AP - the abbreviation for the Associated Press.

API - the abbreviation of Application Programming Interface: a set of functions, procedures, methods, classes or protocols that an operating system, library or service provides to support requests made by computer programs.

Assignment - A job given to a journalist by an editor.

Astroturfing - A term used to describe fake grassroots support on websites and in blog comments. A method most usually employed by the public relations and advertising industry and political groups.

Attribute - to quote the original source of material, whether it be a quote of copyrighted work.

Audit - An independent assessment of the validity of statistics used in adverts, newspapers etc.

AOP - Formed in 2002, the Association of Online Publishers is an industry body for UK web publishers. The AOP represents the interests of 160 publishing companies.

Average issue readership - Number of people who have read the newspaper or magazine in the period that it was issued, also known as AIR.

B

B2B - Business to business; describes a business whose primary customers are other businesses.

B2C - Business to customer; describes a business whose primary customers are individuals.

Background - Information given to a reporter to explain more about the situation and details of a story. Sometimes shortened to BG.

Back bench - Senior journalists on a newspaper.

Bandwidth - The amount of data that can be transferred through an internet connection.

Banner ad - Web advert, normally found at the top of a page. Typically around 468 by 60 pixels in size. Sometimes called a web banner.

BARB - Broadcasting Audience Research Board, measures TV audience numbers.

BBC - British Broadcasting Corporation.

Beat - The area or subject that a reporter regularly covers.

Best boy - Broadcasting term for second-in-command of a lighting team.

Beta - Used in software publishing, 'beta' is the name given to a pre-release version of a software product.

Blawg - Weblog dealing with aspects of law.

Bliki - Combination of a blog and a wiki; a blog that can be edited by readers or an approved group of users.

Blind interview - An interview with an unnamed source.

Blog - An online commentary or diary often written by individuals about hobbies or areas of specialist interest. Blogs commonly allow comments below entries and are published in reverse chronological order. Also known as a weblog.

Blogger - A person who writes a blog.

Blogosphere/Blogdom/Blogiverse/Logmos/Logostan - All things relating to blogs and blog communities.

Blurb - Brief introduction to the writer, usually following the headline.

BRAD - British Rate and Data; a company that logs every periodical that has to do with advertising in Britain.

Break - When a story is first published. Sometimes called breaking news.

Broadcast - communicating using radio and/or TV.

Browser - A piece of software that allows users to view internet pages. Popular browsers include Firefox, Internet Explorer and Safari.

Bulks - Copies distributed free, normally for promotion.

Bump - To move the position or timing of a story.

Button - A small web advertisement, usually around 165 by 90 pixels in size and commonly found in the right or left hand columns of a website.

Byline - A journalist's name at the beginning of a story.

C

Cable television - TV delivered into the home through an underground cable.

Campaign - The various stages of an advertising project from beginning to end.

Cap - Upper case.

Caption - Text printed below a picture used to describe it and who took it. Sometimes called a cutline.

Cascading stylesheets (CSS) - Technique used for designing web pages. One file that defines the style for a whole site.

Chat rooms - An interactive part of a website where visitors can write messages to each other people in real time. Also known as forums and message boards.

Churnalism - Bad journalism; journalists that churn out rewrites of press releases.

Centre of visual interest (CVI) - The prominent item on a page usually a headline, picture or graphic.

CIOJ - the Chartered Institute of Journalists.

Circulation - Number of copies sold by newspapers or magazines. In the UK these figures are monitored by ABC - The Audit Bureau of Circulations.

Citizen journalism - Term used to describe the reporting of news events by members of the public most commonly on blogs and social networking websites. Other terms include participatory journalism and networked journalism though it should not be confused with civic journalism, which is practiced by professional journalists.

Classified advertising - Advertising placed by individuals in newspapers. Sometimes called small ads.

Clickthrough - When a reader clicks on an advert and is redirected to a new page. Advertisers sometimes buy adverts based on a rate per click called a Click-through rate or CTR.

Closed question - A simple yes/no question that does little to encourage an interviewee to open up.

Column - A regular feature often on a specific topic, written by the same person who is known as a columnist.

Contempt of court - The criminal offence of ignoring court rules.

Content management system - CMS is a program for easily editing and placing content such as text, still images and videos on web sites.

Convergence - The term used to describe multimedia newsrooms producing news for different publishing platforms.

Cookie - Small text file that is downloaded to your computer when you visit a site. The next time you visit, the site can use the file to remember details such as your login information.

Copy - Main text of a story.

Copy approval - A source or interviewer asking to see the text of an article prior to publication. (Always discouraged!)

Copywriting - Creating the text for an advertisement.

Coverline - Captions on a magazine cover.

Cover story - Leading story used on front cover.

CPM - cost per thousand impressions. This is the cost an advertiser pays for 1,000 page views. The M in CPM is the Roman numeral for 1,000.

Crosshead - A few words used to break up large amounts of text, normally taken from the main text. Typically used in interviews.

Cub - A trainee reporter. Also known as a rookie or junior reporter.

Cut - To remove text.

Cuttings - A journalist's collection of published print work. Also known as clips and sometimes presented as a portfolio.

Cuttings job - An article which has been put together using research culled from a number of other articles or news items.

Cyber-journalist - A journalist that works on the internet. An online journalist.

D

Dateline - A line at the beginning of a story stating the date and the location.

Deadline - The time at which an editor requests a journalists to finish an assignment.

Death-knock - Calling at the house of a bereaved relative or friend when reporting on the death. Also known as door-stepping.

Deck - Part of the headline which summarises the story. Also known as deck copy or bank.

Defamation - Information that is written by one person which damages another person reputation.

Digg - A community powered internet link recommendation system. Furl offers a similar service.

Direct quote - The exact reproduction of a verbatim quote in quotemarks and correctly attributed.

DHTML - Dynamic HTML. Allows exciting things to happen when you move your mouse over words.

Digital television - TV transmitted in binary format, producing good picture quality.

Direct marketing - Sending advertising material directly to potential customers either by post, fax, email or information by telephone.

Dogblogging - When the upkeep of a weblog becomes a hassle.

Dowdification - Deliberate omission of a term or terms to change the meaning of a quote. Refers to journalist Maureen Dowd.

Download - Copying a file from a website to your own computer.

Draft - The first version of an article before editing and submission to the editor.

Dropdown menus - Name given to website menus that allow users to select from a list of options that drop down in a vertical menu.

DPS - Double-page spread; can also be referred to as a spread.

E

e - Often used to indicate an electronic version of something, for example eNews, for an electronic newsletter, or eGovernment, to describe electronic government.

Editor - Someone who prepares material for print or broadcast.

Editorialise - To write in an opinionated way.

Encryption - TV signals encoded so only paying subscribers can watch.

Endnote - Text written at the end of an article stating the authors credentials.

eTail - Online or 'electronic' retail.

Exclusivity - When an advert appears exclusively on a page, rather than being in rotation with other ads.

Ezine - Specialized online magazines.

F

Feature - A longer, more in-depth article.

Fisk - Detailed word-by-word analysis and critique of an article. Refers to journalist Robert Fisk.

Flash - A program used to display design-heavy, animated content.

Flash - Short news story on a new event.

Flatplan - A page plan that shows where the articles and adverts are laid out.

FOI - refers to Freedom of Information requests made in the UK, made under the Freedom of Information Act 2000.

Follow-up - An update on a previous story.

Font - Typeface.

Freelancer - Someone that works alone, usually on a contract-to-contract basis.

Freesheet - A publication that is free to consumers and generates its revenue from advertising.

Free-to-air - TV service received without having to decode or pay.

Freeview - Commercial free-to-air digital service, between BBC, BSkyB and the transmission firm Crown Castle.

Frontline Club - A club in London that promotes "freedom of expression and support journalists, cameramen and photographers who risk their lives in the course of their work."

FTP - File Transfer Protocol. A method of moving files, usually used to transfer files from your computer to a web server.

FYI - An abbreviation meaning for your information.

G

Get - A very good or exclusive interview.

GIF - A type of picture file, often used for images that include text.

Glossite - The website of a glossy women's magazine.

Graf - Paragraph.

Grip - A person that looks after the equipment required to make a TV camera move.

Geotagging - Adding metadata to an image, video, RSS feed, webpage etc, which identifies the geographical location relating to the content

H

Hard copy - When the article is printed out on paper.

Hits - Number of downloads of every element of a web page, rather than the page as a whole. A page of 20 images, text boxes, logos and menus will count as 20 hits, so hits are therefore not regarded as a reliable measurement of web traffic.

Headline - The main title of the article.

Homepage - The front page of a website.

House style - A publication's guide to style, spelling and use of grammar, designed to help journalists write and present in a consistent way for their target audience. The Economist publishes a style guide as does The Guardian.

HTML - Hyper Text Mark-up Language. Basic programming code used for the design and display of web pages.

Hyperlink - A link that redirects the user to another web page.

I

Impressions - The number of times an advertising banner was viewed during a campaign.

An internet - Any network of connected computers.

The internet - The international network of interconnected computers. The World Wide Web, email, FTP and usenet are all part of the Internet.

Intranet - A private computer network inside a company or organisation for internal use only.

Intro - Very important first paragraph, known as a 'lead' in the US.

Inventory - The number of advertisement spaces for sale on a web site at a given time.

Island position - An advert surrounded by editorial content in the middle of the page.

ITV network - 15 regional franchises that make up ITV1. ITV is the Broadcaster that was formed by the merger of Carlton and Granada.

J

Javascript - A scripting language commonly used to add functionality to web sites beyond that which is achievable in HTML.

JPEG - Joint Photographic Expert Group. Common type of picture file used on the web.

Joost - interactive television software produced by the makers of Skype and Kaz'aa.

Journalist - Someone who writes, researches and reports news, or works on the production of a publication. Sometimes shortened to journo, hack or scribe.

K

Kerning - Adjustment of horizontal space between two written characters.

Kicker - The first sentence or first few words of a story's lead, set in a font size larger than the body text of the story.

Kill - To cancel or delete a story.

Kill fee - A reduced fee paid to a journalist for a story that is not used.

Kittyblog - A pointless and boring weblog, possibly about the owner's cat.

L

Layout - (noun) How the page is designed and formatted.

Layout sub-editor - A sub-editor who specialises in laying out pages.

Leader - An article that shows the opinion of a newspaper.

Leading - Adjustment of vertical space between two lines.

Leading questions - A question that contains the predicted answer within the question.

Libel - A case for defamation. Defendant would need to show claims were true, fair comment or an accurate record of parliamentary or court proceedings.

Licence fee - BBC funding system.

Link journalism - Scott Karp defines link journalism as "linking to other reporting on the web to enhance, complement, source, or add more context to a journalist's original reporting". Good link journalism should briefly summarise the content of the article it is linking to, name the source and author and, of course, link directly to it. Any direct reproduction of text should be kept to an absolute minimum, appear in quotes, and be clearly attributed to its source. For example: *"I saw it coming" Mr Smith tells the Times* or *"This is the next big thing," writes Joe Bloggs* (the writer you are quoting). The journalist should also endeavour wherever possible to find the original source of an article, rather than link to someone else's later version of it. Also bear in mind that your own reputation will be judged on the quality of the articles you link to; if you have any interest or connection with the story, publication or author, then declare it.

Lobster shift - Working in the hours after a publication has gone to print. Also known as dog watch.

Long tail - The effect of publishing content online and keeping it available in an archive. Unlike in a newspaper, old stories will continue to receive traffic long after publication date, hence the long tail.

M

Mark - Correction.

Martini media - Media that is available “any time, any place, any where”.

Mash up, mashup, or mash-up - a website or web application that seamlessly combines content from more than one source into an integrated experience.

Masthead - Main title section and name at the front of a publication.

Media Kit - Practical information available to potential advertisers regarding costs etc. See the New York Times, San Francisco Chronicle and the Belfast Telegraph for examples.

Metadata - Meta data, or sometimes metainformation, is data about data, of any sort, in any media.

Microblogs - Blogs dealing with very specialised discussion.

Microblogging - Variant of traditional blogging in which users write brief text messages over the web. Popularized by web site Twitter, which limits users to 140-character updates.

Moblogging - Where individuals contribute to a blog using images or text sent from a mobile phone.

MPEG - Moving Pictures Experts Group. A file format used for digital video.

MPU - Known as a Messaging Plus Unit, a large square web advert usually in a central position below or inline with editorial. Typically around 350 by 250 pixels in size.

Multimedia - Term used to describe a range of different delivery formats such as video, audio, text and images, often presented simultaneously on the internet.

Multiplex - Single digital terrestrial TV transmission comprising of several channels.

N

Navigation - Structure that helps web users move around the website.

NCTJ - National Council for Training of Journalists, official UK accreditation board for journalism courses.

Netiquette - Online etiquette, eg. reciprocal links.

Networked journalism - Another term to describe participatory journalism or citizen journalism.

News agency - Company that sells stories to newspapers or magazines.

Newspaper Society - Industry body representing the regional press & local press.

Newsreader - Software that helps receive and read RSS blog and news feeds.

NIB - News in brief - a quick summary of a story.

Nut graf - Paragraph containing the essential elements of a story.

NUJ - National Union of Journalists, a UK trade union.

O

Ofcom - Broadcasting industry regulator.

Off diary - An unscheduled or unpredicted story.

Off the record - Information that must not be disclosed.

On diary - Scheduled story.

On spec - Article that is written 'just in-case', but it will only be used if needed.

On the record - Information given by a source that can be used in an article.

Op-ed - A feature, usually by a prominent journalist, presenting an opinionated story.

Open source software - Software with openly available code to allow developers or others to modify it.

Orphan - First line of a paragraph appearing on the last line of a column of text. Normally avoided.

P

PDF - Portable Document Format – a standard file format that allows web publishers to post documents viewable by any user who installs a copy of the free Acrobat Reader.

PACT - Industry body representing independent cinema and tv producers.

Pay-per-view - A single programme that the viewer has to pay for.

Pay TV - Paid subscription service for TV.

PDA - Personal Digital Assistant. A hand-held computer combining a phone, organiser and web client.

Photoblogging - Contributing photos to a blog.

Photoshop - (noun) Computer program used to edit photographs.

Pitch - Story idea sent to an editor by a reporter.

Pixel - An on-screen measurement. Most monitors display around 1024 pixels wide by 768 pixels high.

Podcasts - MP3 audio recordings that can automatically download to a user's computer as soon as they are published online.

Point size - Size of the type face.

Pop-under/pop-behind - A web advert that opens under the browser window.

Pop-up - A web advert that pops up on screen. These are commonly blocked with a pop-up blocker.

Post - To add a comment to a blog.

Pork - Material held for later use, if needed.

PPA - Periodical Publishers Association. Industry body representing UK magazine publishers.

Portal - A busy site often used as a starting point online through services such as messaging, news and searches.

Proof - Copy of a laid-out page ready to be corrected.

Prosumer - Marketing term used to describe professional consumers.

Puff piece - A news story with editorialised, complimentary statements.

Pulldown - Web text that is activated by a down arrow on a web menu.

Pulitzer Prize - American journalism awards. There are fourteen prizes for journalism. The prizes have been awarded by Columbia University since 1917.

Pull-out quote - Selected quote from a story highlighted next to the main text. Often used in interviews.

Q

QuarkXPress - Desktop publishing program.

Quote - Record of what a source or interviewee has said.

R

Radio spectrum - Total capacity of radio frequencies that can be received.

Rate card - A list of advertising rates provided by a publisher.

Recto - Right-hand page.

Redletter - Exclusive, breaking news coverage of a major news event, printed in red type.

Reporter - Someone who writes and researches news stories.

Reporters without borders - An organisation founded in 1985 that fights for press freedom around the world.

Retraction - A withdrawal of a previously-published story or fact.

Revision - A re-written or improved story, often with additional quotes or facts.

Rich media - Artwork formats such as Flash, Java and DHTML that allow interactive or multimedia content.

Roadblock - The sale of all the adverts on your home page to one advertiser.

RSS - This began life as Rich Site Summary in 1999, then mutated to Really/Real Simple Simple Syndication in 2002, then Real Simple Synchronisation in 2005.

Run - To publish a story.

S

Sell - Short sentence promoting an article, often pulling out a quote or a interesting sentence. See also **Pull-out quote**.

Spider - Also known as a crawler or ant, a program that uses hyperlinks to make methodical searches of the web to provide information about pages for search engines.

Sacred cow - News or promotional material which a publisher or editor demands be published, often for personal reasons.

Serif and **Sans serif** - Plain font type with or without (sans) lines perpendicular to the ends of characters.

Satellite television - TV recieved through a satellite dish.

Scoop - An exclusive or first-published story.

Scoop - the world's first citizen journalism photograph agency owned by Getty Images.

Search box - A tool that allows users to enter a word or phrase to search a database.

Server - A computer that hosts the pages of a web site.

Shockwave - Software that allows the user to play multimedia animations; published by Macromedia.

Skype - Popular free internet telephony tool sometimes used to produce Skypecasts, or broadcast conference calls.

Skyscraper - A vertical banner advert, usually at one side of a web page and 60 x 468 pixels in size.

Social bookmarking - A service that allows users to store interesting website addresses publically on a web page and lets users network and pool recommendations.

Source - An individual who provides information for a story.

Spike - Not to publish a submitted article.

Splash - Front page story.

Standfirst - Line of text after the headline that gives more information about the article.

Stet - Proofreader's mark for 'restore to condition before mark up'.

Sticky content - Content that encourages users to stay on one site for as long as possible.

Strapline - Similar to a subhead or standfirst, but used more as a marketing term.

Streaming - Watching or listening to video or audio in real time, rather than downloading files.

Sub-editor - The person that checks and edits a reporters' work and adds headlines and standfirsts.

Subhead - A smaller one-line headline for a story.

Superstitials - A type of rich media advert that downloads gradually without obscuring other content on the page; usually more popular than pop ups.

T

Tabloid - Smaller print newspaper size.

Technobabble - Confusing technical jargon.

Technorati - Powerful blog search engine.

Teeline - A form of shorthand.

Terrestrial television - T.V sent through a beam transmitter directly into the home.

Testimonial - Endorsement of a product, often by a celebrity or well-respected client.

TK - Proofreader's insertion mark for data to come. Sometimes written as TKTK.

Tie in - Placing the facts of a new story within the context of past events. Also known as a tie back.

Tip - A lead of piece of new information about a new story.

Top heads - Headlines at the top of a column.

Traffic - Amount of users recorded by a website.

Twitter - A service that allows users to send 140 character messages to 'friends' via mobile SMS, website or Instant Messenger.

U

Unique users - The number of individual users, as identified by unique computer addresses, that visit a web site.

Upload - To publish a file on the internet.

URL - Uniform Resource Locator, technical name for a web address.

User - A visitor or reader on a web site.

User-generated content - Material created and submitted to sites by its users - such as photographs, video footage, comments, articles etc.

V

Verso - Left-hand page.

Video blogger/Vlogger - A blogger who mainly uses video and publishes on the internet.

Video journalist - A journalist who publishes video reports on TV and/or on the internet.

Vertical search engine - A search engine containing information on a specific subject area.

W

WAP - Wireless Application Protocol - an international standard for the application that enables access to a wireless internet network using a mobile device.

Web scraping - Automated process of finding content on web pages and converting it into another form for use on another web site.

Warblogs - Opinionated and political web logs.

Webcasting - Online visual and/or audio broadcasts, usually in real time.

Webmercials - Similar format to television adverts used online.

Webinar/Web conference - A seminar, lecture or presentation delivered over the internet.

Widow - Last line of paragraph appearing on the first line of a column of text.

Widget - application available to download or embed on a desktop, homepage or social network. Allows you to share content, which will be automatically updated e.g. Journalism.co.uk's news headlines.

Wi-fi - Wireless internet or network connection.

Wiki - An information site that can be edited and added to by readers. See Wikipedia - an online Wiki encyclopedia.

Wires - Stories or photographs sent electrically to your desktop. Here is a list of wire news services.

Wob - White text on a black or other coloured background.

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